

weighted average retail prices

	full price		price value		conven 25's	pv 25's		weighted	coupon cost	retail pr	% chg vs.	% chg
	80/85s	100's	80/85s	100's	80/85s	80/85s	100's	retail price	per pack**	w/o coupons	yr ago	based on
1980								\$0.63		\$0.63		
1981								\$0.67		\$0.67	5.60%	-1.52%
1982								\$0.74		\$0.74	10.74%	-2.81%
1983								\$0.86		\$0.86	16.92%	-4.28%
1984	\$0.88	\$0.89	\$0.66	\$0.68	\$0.88	\$0.88	\$0.89	\$0.88	\$0.00	\$0.88	2.34%	-0.64%
1985	\$0.93	\$0.95	\$0.68	\$0.70	\$0.92	\$0.92	\$0.94	\$0.92	\$0.0106	\$0.91	3.22%	-0.88%
1986	\$1.00	\$1.02	\$0.74	\$0.75	\$1.00	\$0.98	\$1.01	\$0.99	\$0.0147	\$0.97	6.90%	-1.85%
1987	\$1.07	\$1.10	\$0.81	\$0.83	\$1.07	\$1.07	\$1.09	\$1.06	\$0.0187	\$1.04	6.72%	-1.80%
1988	\$1.17	\$1.19	\$0.92	\$0.94	\$1.16	\$1.16	\$1.19	\$1.154	\$0.0246	\$1.13	8.54%	-2.27%
	\$1.31	\$1.34	\$1.08	\$1.10	\$1.31	\$1.29	\$1.32	\$1.29	\$0.0246	\$1.27	12.31%	-3.20%
										**assume 1989 coupon cost=1988 cost		
										\$0.055		
										\$0.08	45.45%	-9.96%
										\$0.10	25.00%	-6.06%
										\$1.04		
										\$1.13		
										\$1.27	12.23%	-3.18%

BASE CASE
dec79
ELAST:CONmay80
ELAST:CONnov80
REGRESSIONnov80

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